

KGO TV
SAN FRANCISCO, CALIFORNIA

**QUARTERLY LISTING OF COMMUNITY PROBLEMS
AND RELATED PROGRAMMING**

FIRST QUARTER - 1999

REGULARLY SCHEDULED PROGRAMMING

During the first quarter of 1999, KGO-TV aired the following regularly scheduled local newscasts identified on air as "ABC 7 News" with a total cumulative average of over 90 hours per month:

Monday - Friday	5:30-7:00AM
Monday - Friday	11:30am-12:00Noon
Monday - Friday	5:00-5:30PM
Monday - Friday	6:00-7:00PM
Monday - Sunday	11:00-11:35PM
Saturday	6:00-6:30PM
Sunday	8:00-9:30AM
Sunday	5:00-5:30PM

During the first quarter of 1999, KGO-TV also aired the following regularly scheduled locally produced programs that addressed the problems and needs of the San Francisco-San Jose-Oakland Market area:

SUNDAY ON 7: Half-hour public affairs program hosted by KGO-TV Community Affairs Director Rose Guilbault consisting of a variety of subjects primarily dealing with issues related to the local community. The program aired on Sunday at 11:00AM on March 7th & March 28th 1999.

MARKETPLACE: Half-hour business program mainly targeted to women, hosted by anchor Laura Zimmerman and KGO Radio 810 news anchor Rosie Allen, along with special reports by Pamela Krueger. The program aired Sundays at 9:30AM from February 7th through February 28th and at 10:30am on March 7th, 21st & 28th 1999.

HOUSE DOCTOR: Half-hour program hosted by general contractor Nick Lazazzera, that covered a variety of subjects all having to do with home repair, enhancement and safety. It aired Sundays at 11:30AM on January 3rd through January 17th, and at 12:30PM on January 3rd & 10th, & March 28th 1999.

LOCAL SPECIALS

During the first quarter of 1999, KGO-TV aired the following locally produced special programs that addressed the problems and needs of the San Francisco-San Jose-Oakland Market area. Specific program descriptions appear in this report:

19th ANNUAL KGO RADIO LEUKEMIA CURE-A-THON- KGO-TV provided live, simulcast television coverage of this annual fund-raiser for the Leukemia Society. Two-day combined radio and television coverage raised over \$500,000 for Leukemia Research. Coverage aired on Saturday March 13, 1999 from 3:00-5:00pm.

SPECIAL OLYMPICS CELEBRITY WINTERFEST- Corporate teams from around the Bay Area joined Special Olympians as they competed to raise money for the Northern California Special Olympics. Special Olympians that were profiled demonstrated that nothing can stand in the way of one's dreams. This program aired on Saturday, March 13, 1999 from 7:30-8:00pm.

SAN FRANCISCO ST. PATRICK'S DAY PARADE- KGO-TV provided exclusive televised coverage of this 147th annual parade sponsored by the United Irish Societies. The parade was comprised of 215 contingents of dance groups, musicians, bands, politicians and people from the Bay Area and across the nation. Several children took part in the parade as cultural dancers, and many Irish non-profit groups marched to gain community awareness. This program aired on Sunday, March 14, 1999 from 4:00-5:00pm.

PUBLIC SERVICE ANNOUNCEMENTS:

During the 1st quarter of 1999, KGO-TV aired a total of 2,360 public service announcements that aired throughout the broadcast day in various time periods, and involved many different topics. Sponsors of these PSA's included African-American Heritage Salutes, San Francisco Recycling Program, Human Rights Foundation, Oakland Zoo, U.S. Department Of Labor, Contra Costa Clean Water Program, Sierra Club, Islamic Media Foundation, Defenders Of Wildlife, Consumer Information Center, and Points Of Light Foundation.

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In addition to the local news and public affairs programs described in this report, KGO-TV carries all of the ABC Television news & public affairs programs listed & described in the report filed as "Network Programming."

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KGO-TV regularly surveys community leaders and organizations, and responds to these surveys. Through these efforts we've determined that the following issues are important to the community:

Traffic/Transportation

Bay Area Housing

Cost of Living/Employment Issues

Homelessness Issues

Health Issues

Youth Issues

Some of the station's most significant treatments of these issues are described on the following pages.

PROGRAMS ADDRESSING THE PROBLEMS AND NEEDS OF THE COMMUNITY

TRAFFIC / TRANSPORTATION

ABC 7 NEWS (Local)

Date/Time: January 28, 1999 (5:30 - 7:00 AM)

Length: 2:03

Subject:

This report examined what officials were doing to make a dangerous roadway, the Pleasant Hill-Taylor split, safer for motorists. This stretch of road was the site of more than 200 accidents. The county traffic engineer acknowledged that changes were needed such as expanding the concrete median, and eliminating the curve in the road.

MARKETPLACE (Local)

Date/Time: February 7, 1999 (9:30 - 10:00AM)

Segment Lengths: :56, 4:12

Subject:

From hazardous pollution to frustrated commuters, this segment illustrated the impact of gridlock on the quality of life in the Bay Area.

This follow-up segment looked at how the history of Bay Area commute patterns, and the course of suburban growth laid the groundwork for the commute crisis. It was reported that current mass transit systems did not necessarily offer the solutions to the problems that people had hoped for.

(Traffic / Transportation cont.)

MARKETPLACE (Local)

Date/Time: February 14, 1999 (9:30 - 10:00AM)

Segment Lengths: 2:50

Subject:

This segment warned viewers about the Bay Area's worst commute zones, and discussed factors that contributed to the problem.

MARKETPLACE (Local)

Date/Time: February 21, 1999 (9:30 - 10:00AM)

Segment Lengths: 3:22

Subject:

This segment discussed a report by the Metropolitan Transportation Commission that estimated Bay Area commuting would get 250% worse. This was due to a projected increase in population / jobs with the largest increase expected to occur in the North Bay. Some of the proposed solutions, and the steps necessary to start the process were reviewed.

MARKETPLACE (Local)

Date/Time: February 28, 1999 (9:30 - 10:00AM)

Segment Lengths: 3:00

Subject:

This segment reviewed some of the hidden costs of commuting that drivers often forget to include when adding up their expenses such as- tolls, auto maintenance, childcare, and their time.

(Traffic / Transportation cont.)

ABC 7 NEWS (Local)

Date/Time: February 18, 1999 (6:00 - 7:00 PM)

Length: 1:45

Subject:

This report looked at two plans that would revamp San Francisco's Municipal Railway System. An independent task force appointed by the mayor presented him with its recommendation to make Muni an independent agency. A former political consultant who announced his candidacy for mayor passed out a booklet containing his plan to fix Muni.

ABC 7 NEWS (Local)

Date/Time: February 2, 1999 (6:00 - 7:00 PM)

February 7, 1999 (8:00 - 9:30 AM)

Length: 1:44, 2:09

Subject:

This report reviewed "Car-Link", a car-sharing program that originated in Europe and was tested in the Bay Area. The 12 month program was to involve 60 drivers who were to share a dozen Honda Civics. One group could have access to the cars on the evenings and weekends and the other during commute hours. Individuals shared commute stories about how the program had already worked for them.

ABC 7 NEWS (Local)

Date/Time: February 17, 1999 (6:00 - 7:00 PM)

Length: 1:36

Subject:

This report looked at ferry systems as a commute alternative, and a water system transit plan by Bay Area mayors designed to ease traffic. Ferry passengers were interviewed about their commute experiences.

(Traffic / Transportation cont.)

ABC 7 NEWS (Local)

Date/Time: March 4, 1999 (6:00 - 7:00 PM)

Length: 1:45

Subject:

This report warned viewers about a potentially serious traffic problem with the 680/24 interchange the night before Caltrans was about to change the direction of traffic. The freeway project took ten years to complete, and a series of setbacks that caused traffic congestion at the site were reviewed.

ABC 7 NEWS (Local)

Date/Time: March 1, 1999 (5:30 - 7:00 AM)

Length: :30

Subject:

This report reviewed a survey that found casual carpooling wasn't doing as much to curb Bay Area traffic congestion as people thought. It found that casual carpooling was taking people off buses and Bart, and putting an estimated 645 extra cars on the Bay Bridge each weekday morning.

BAY AREA HOUSING

ABC 7 NEWS (Local)

Date/Time: January 15, 1999 (6:00 - 7:00 PM)

Length: :30

Subject:

This report was a follow-up to an I-Team investigation in the previous year about housing discrimination. A Bay Area developer, without admitting wrong doing, agreed to pay \$71,000 to settle a complaint that charged the firm refused to sell a home to an African American couple.

ABC 7 NEWS (Local)

Date/Time: February 16, 1999 (5:00 - 5:30 PM)

Length: 1:00

Subject:

This report reviewed the issue of 150 tenderloin hotel residents that were left homeless by a fire that burned through the top floor of their building. They demanded a full refund for the month's rent, and wanted safe and affordable permanent housing.

ABC 7 NEWS (Local)

Date/Time: February 4, 1999 (6:00 - 7:00 PM)

Length: 1:35

Subject:

This report looked at a warning issued by California environmental groups that said the population explosion presented a challenge to quality of life. They stated that growth brought development, freeways, and a housing explosion while wetlands disappeared. The city of Tracy in the San Joaquin Valley was profiled where housing demand from Bay Area workers was outpacing inventory.

ABC 7 NEWS (Local)

Date/Time: January 30, 1999 (6:00 - 6:30 PM)

Length: 1:30

Subject:

This report covered the state conference on toxic-free housing held in Oakland where residents were demanding environmental justice.

(Bay Area Housing cont.)

ABC 7 NEWS (Local)

Date/Time: January 24, 1999 (5:00 - 5:30 PM)
January 25, 1999 (5:30 - 7:00 AM)

Length: :30, :30

Subject:

This report showed how tenants in San Francisco's Chinatown pleaded with city agencies to do something about unsafe and unhealthy housing conditions. Activists for the tenants warned that 85% of all Chinatown residents lived in units with at least one housing code violation, and nearly two-thirds of the units had multiple violations.

ABC 7 NEWS (Local)

Date/Time: February 5, 1999 (6:00 - 7:00 PM)

Length: :30

Subject:

This report announced the State of California was going to federal court to force landlords to live by the state's anti-discrimination laws. This occurred after a federal court ruled that religious landlords could maintain a religious exemption, and refuse to rent to unmarried couples regardless of state laws.

ABC 7 NEWS (Local)

Date/Time: March 2, 1999 (6:00 - 7:00 PM)

Length: 1:46

Subject:

This report reviewed the proposed expansion by Cisco Systems into San Jose's Coyote Valley which would bring 20,000 new jobs over ten years. At this time high tech firms were expanding into the area that had been traditionally farm land. Issues of housing and traffic were of concern to the community which was expected to make a number of necessary improvements in order to complete the expansion.

(Bay Area Housing cont.)

ABC 7 NEWS (Local)

Date/Time: January 18, 1999 (5:30 - 7:00 AM)

Length: :30

Subject:

This report announced a protest by farmers outside the Fairfield City Hall against a proposed growth initiative. The farmers planned to dramatize their concerns while on tractors and trucks filled with farm animals. The opponents of the measure claimed it was being pushed by developers who wanted to build housing tracts on farms and open space. Backers of the initiative said it would strike a balance between growth and agriculture.

COST OF LIVING / EMPLOYMENT ISSUES

ABC 7 NEWS (Local)

Date/Time: January 20, 1999 (11:30 AM - 12:00 PM)

Length: :30

Subject:

This report covered the announcement by San Francisco Mayor Willie Brown that he would support a law to raise the minimum wage to a living wage of \$14.50 per hour. At this time living wage rules had already been adopted in nearly two dozen cities including San Jose and Oakland.

ABC 7 NEWS (Local)

Date/Time: March 6, 1999 (6:00 - 6:30 PM)

March 6, 1999 (11:00 - 11:35 PM)

Length: :45

Subject:

This report covered a meeting between hundreds of “living wage” supporters and San Francisco Supervisors. The city was considering a proposal that would require companies that conducted business in San Francisco to pay their employees a living wage rather than a minimum wage.

MARKETPLACE (Local)

Date/Time: February 21, 1999 (9:30 - 10:00AM)

Segment Lengths: 3:40

Subject:

This segment reviewed a UCSF study on job burnout that found that although people were working longer and harder, they did not seem to be making ends meet. The study also found that some people expected hardship in the following two months such as inadequate housing, food or medical care. An expert discussed some of the warning signs and alternatives.

(Cost of Living / Employment cont.)

ABC 7 NEWS (Local)

Date/Time: January 8, 1999 (6:00 - 7:00 PM)

Length: 1:00

Subject:

This report reviewed a study that found Silicon Valley's job and economic growth was slowing as a result of international economic troubles, and a decline in exports. The study also found that although the total number of jobs had declined, managers said certain jobs were still in high demand such as those related to computer programming and the internet.

ABC 7 NEWS (Local)

Date/Time: February 10, 1999 (5:30 - 7:00 AM)

Length: :30

Subject:

This report announced that the gap between rich and poor in California was growing despite a booming economy. According to a study by the Public Policy Institute, poorer Californians were earning less while the wealthier were earning more. The disparity was blamed in part on a growing number of immigrants in the workforce. The report said that fewer low income workers stayed poor as their earning power increased.

ABC 7 NEWS (Local)

Date/Time: March 1, 1999 (5:00 - 5:30 PM)

Length: :30

Subject:

This report discussed a new state law that would lower interest rates and transaction fees of check cashing outlets. Consumer groups had called the big fees for "payday loans" (a two-week cash advance against a paycheck) a form of legal "loansharking." Other critics charged that payday loans were a rip-off that preyed on poor people. The check cashing industry defended the practice by saying it provided a valuable service to willing consumers.

(Cost of Living / Employment cont.)

ABC 7 NEWS (Local)

Date/Time: February 22, 1999 (5:00 - 5:30 PM)

Length: :30

Subject:

This report informed viewers about a special “zero down loan” offered by Bank of America. These loans were originally made available to people with good credit who did not have a down payment. This time, in a rare opportunity, the bank offered the same loans to people who would normally not qualify. The report also discussed income requirements, and gave specific examples of situations that would otherwise disqualify loan applicants.

ABC 7 NEWS (Local)

Date/Time: January 28, 1999 (5:00 - 5:30 PM)

Length: :30

Subject:

This report discussed the state legislation that would make low-cost auto insurance affordable to low income drivers who were at a low accident risk. The plan, “Lifeline Auto Insurance”, was similar to one used by a phone company that established service for people earning under \$20,000 annually.

HOMELESSNESS ISSUES

ABC 7 NEWS (Local)

Date/Time: January 1, 1999 (11:18 - 11:52 PM)

Length: 1:00

Subject:

This report discussed the issue of squatters who occupied a San Francisco building and claimed ownership after they paid the back property taxes. A group called "Homes Not Jails" claimed they owned the building under an obscure provision in the law called adverse possession. They used the building to house homeless people for more than five years. The building fell under custody of a property manager after the city attorney and the court intervened. The courts were expected to decide the ownership issue.

ABC 7 NEWS (Local)

Date/Time: January 21, 1999 (8:25 - 8:30 AM)

Length: :30

Subject:

This report looked at a survey released by the San Francisco Chamber of Commerce that stated the homelessness problem no longer topped a poll of registered voters. The lack of affordable housing was the main concern. An advocate for the homeless said the problems were linked, since the main issue why people were homeless was due to the lack of affordable housing.

ABC 7 NEWS (Local)

Date/Time: February 16, 1999 (5:00 - 5:30 PM)

Length: 1:00

Subject:

This report reviewed the issue of 150 tenderloin hotel residents that were left homeless by a fire that burned through the top floor of their building. They demanded a full refund for the month's rent, and wanted safe and affordable permanent housing.

(Homelessness Issues cont.)

ABC 7 NEWS (Local)

Date/Time: January 5, 1999 (6:00 - 7:00 PM)

January 5, 1999 (11:00 - 11:35 PM)

Length: :30, :30

Subject:

This report discussed a study by the National Organization On Homelessness & Poverty that ranked the cities with meanest streets for the homeless, and San Francisco was #1. The organization stated that by making homelessness a crime, the cities put meanness ahead of compassion. They also claimed that certain cities targeted the homeless by increasing police harassment.

ABC 7 NEWS (Local)

Date/Time: January 18, 1999 (5:30 - 7:00 AM)

Length: :30

Subject:

This report highlighted the city of Palo Alto proposal to ban roadside solicitors which in many cases meant panhandlers. Many of the homeless were upset at the proposal, and the ACLU said it would monitor the situation. The cities of San Jose, Corte Madera and Santa Clara had similar bans in place.

ABC 7 NEWS (Local)

Date/Time: March 1, 1999 (6:00 - 7:00 PM)

Length: :30

Subject:

This report covered Tipper Gore's visit to the Bay Area where she announced plans to help end the cycle of homelessness through 17 and one-half million dollars in federal grants. She said it was hard to find housing in the Bay Area regardless of whether a person was employed or not. She addressed the fact that the success of the Silicon Valley had created housing that a starting teacher could not qualify for. The grants were also designed to provide job training, and help people with AIDS find housing.

(Homelessness Issues cont.)

ABC 7 NEWS (Local)

Date/Time: January 26, 1999 (11:30 AM - 12:00 PM)

Length: :30

Subject:

This report showed how San Francisco's homeless lashed back at city leaders after the Board of Supervisors voted to give police more authority to move homeless people, or anyone behaving in an unruly fashion out of United Nations and Hallidie Plazas. They said that this made criminals out of the homeless, and would drive them out of sight. The sponsor of the legislation said the police would not have license to persecute the homeless.

ABC 7 NEWS (Local)

Date/Time: February 1, 1999 (5:00 - 5:30 PM)

Length: :30

Subject:

This report highlighted a homeless man in San Francisco who used part of his Social Security check to rent a limo to give his friends free rides and free drinks. He did this as a publicity stunt to show that homeless people were benevolent, kind and generous people, and that they were human beings too.

ABC 7 NEWS (Local)

Date/Time: February 24, 1999 (6:00 - 7:00 PM)

February 25, 1999 (5:30 - 7:00 AM)

Length: 1:27, :30

Subject:

These reports recapped the court sentencing of three homeless activists convicted of throwing pies at San Francisco Mayor Willie Brown. The activists, members of the Biotic Baking Brigade, said they smashed pies into the mayor's face to protest the city's efforts to crack down on the homeless. The trio were given the maximum six month jail sentence for misdemeanor battery, and were expected to appeal their convictions.

HEALTH ISSUES

ABC 7 NEWS (Local)

Date/Time: January 24, 1999 (8:00 - 9:30 AM)

Length: 2:31

Subject:

This report looked at the problem of healthcare for the elderly. Most baby boomers had no idea how they would pay for nursing care in their old age which was projected to cost \$120,000 a year. Health insurance premiums were about \$400 a year for a 45 year old, and without insurance, it would take a savings of \$3,500 a year over forty years to cover costs. An insurance representative suggested long term care insurance should be an integral part of retirement planning.

ABC 7 NEWS (Local)

Date/Time: February 21, 1999 (5:00 - 5:30 PM)

Length: :30

Subject:

This report announced the effort by doctors to locate more bone marrow donors in the Bay Area Latino Community. The San Jose Boys & Girls Club was used to register people as marrow donors to help treat Leukemia.

ABC 7 NEWS (Local)

Date/Time: January 14, 1999 (6:00 - 7:00 PM)

Length: :30

Subject:

This report announced the death of Dr. Gerald Klooster, a Bay Area Alzheimer's patient who became the focus of a family custody battle. Three years before, his son accused his mother of contacting Dr. Jack Kervorkian to assist with her husband's suicide. The family battled in court over custody which was eventually awarded to his daughter. His son said he was relieved to hear his father had died of natural causes.

(Health Issues cont.)

ABC 7 NEWS (Local)

Date/Time: February 4, 1999 (6:00 - 7:00 AM)

Length: :42

Subject:

This report discussed the issue of unions that were actively recruiting physicians for membership. The main reason was a drop in compensation by managed care groups and efforts by HMO's to dictate how many patients doctors had to treat per hour. One doctor claimed he was told to see eight patients per hour, an average of one patient every 7.5 minutes. The union movement was opposed by HMO's, hospitals, and the Justice Department.

ABC 7 NEWS (Local)

Date/Time: March 1, 1999 (6:00 - 7:00 PM)

Length: 3:16

Subject:

This report covered the announcement by the A.F.L.-C.I.O. that they were starting a drive aimed at unionizing doctors around the country. Under federal labor law, only workers classified as employees were allowed to unionize, and most physicians were seen as independent contractors. Many believed that HMO's were calling most of the shots and that, in essence, was what made doctors employees.

ABC 7 NEWS (Local)

Date/Time: February 4, 1999 (6:00 - 7:00 PM)

Length: 4:22

Subject:

This special report titled "HMO's A Prescription For Change, examined the issues surrounding HMO reform from the doctor and patient perspective. Many doctors and patients wanted health plans to provide more benefits and meddle less. This report highlighted problems that patients had with HMO's, and showed how some doctors decided to drop all HMO patients.

(Health Issues cont.)

ABC 7 NEWS (Local)

Date/Time: March 3, 1999 (6:00 - 7:00 PM)

Length: 4:38

Subject:

This report reviewed the events surrounding the mysterious death of a Bay Area man who did not wake up after minor surgery at a Redwood City hospital. An attorney for the family believed that the medical staff made a fatal mistake in handling the patient. A spokesperson for the hospital provided a written statement that said in part that the allegations were a great disservice to the individuals who worked hard to save the man's life.

ABC 7 NEWS (Local)

Date/Time: February 4, 1999 (5:00 - 5:30 PM)

Length: 2:48

Subject:

This report profiled the family of a six year old girl with cystic fibrosis who experienced difficulties with their HMO and what it would cover. After several months of a run-around with the HMO, they finally received approval for a special vibrating vest to help the girl breathe. A state senator commented that the state must force HMO's to change. With a new governor in office, many groups were pushing their legislators with renewed energy since it was likely that HMO reform legislation would pass and become law.

19th ANNUAL KGO RADIO LEUKEMIA CURE-A-THON- KGO-TV provided live, simulcast television coverage of this annual fund-raiser for the Leukemia Society. Two-day combined radio and television coverage raised over \$500,000 for Leukemia Research. Coverage aired on Saturday March 13, 1999 from 3:00-5:00pm.

PUBLIC SERVICE ANNOUNCEMENTS

During the 1st Quarter of 1999, there were over 300 public service announcements that aired in various day-parts which addressed issues related to health. Sponsors of these PSA's included the American Lung Association, California Academy Of Physicians Assistance, California Dental Association, Center For Disease Control & Prevention, Cohn's & Colitis Foundation, Muscular Dystrophy Association, National Association Of Mental Illness, American Cancer Society Daffodil Days, American Academy Of Opthamology, and American Red Cross CPR.

YOUTH ISSUES

ABC 7 NEWS (Local)

Date/Time: February 24, 1999 (5:30 - 7:00 AM)

Length: :30

Subject:

This report announced the national “Insure Kids Now” campaign that President Clinton unveiled. The campaign was aimed at educating families about obtaining coverage under Medicaid, and the new children’s health insurance program. Poor parents who wanted to obtain Medicaid or state health insurance for their children were told to call a toll-free number.

ABC 7 NEWS (Local)

Date/Time: January 21, 1999 (6:00 - 7:00 PM)

Length: 2:20

Subject:

This report profiled “Back On Track”, a free after school tutorial project to assist in the academic performance of minority students in San Francisco. A Rabbi and a Protestant Minister brought their congregations together to create the program that had assisted nearly 1,000 students in the previous ten years. Information about a fundraiser for the program and a phone number for tutors was provided.

ABC 7 NEWS (Local)

Date/Time: February 19, 1999 (6:00 - 7:00 PM)

Length: 1:34

Subject:

This report discussed the problem of safety on San Francisco’s Muni System as it related to an all-girls school where many of the girls were afraid to ride Muni. Students at the school voiced their concerns to city officials, and demanded that security cameras be installed on Muni.

(Youth Issues cont.)

ABC 7 NEWS (Local)

Date/Time: January 12, 1999 (5:00 - 5:30 PM)

Length: 1:00

Subject:

This live report originated from Richmond High School, where in the previous week the school made national news after the basketball coach locked out the team because of poor grades. The locked out players spent their afternoons attending tutoring sessions that school officials said had made a difference. This night marked the first time a game had been played since the lock out.

ABC 7 NEWS (Local)

Date/Time: February 11, 1999 (6:00 - 7:00 PM)

Length: 1:55

Subject:

This report reviewed California's mandatory training program for young, inexperienced motorcycle riders. The program, a 16 hour safety course for new riders under the age of 21, was credited with a 73% decrease in injuries and fatalities. Supervisors said the program could turn a would be teenage showoff into a safety conscious driver. It was suggested that the course might give young riders the tools they need to avoid a tragedy similar to the death of a Mill Valley high school student that occurred during lunch hour on the previous day.

ABC 7 NEWS (Local)

Date/Time: February 16, 1999 (5:00 - 5:30 PM)

Length: 1:14

Subject:

This report covered the announcement by the Secretary of Education of a new plan to license all teachers in an effort to raise the quality of educators. Their pay would be tied to the amount of their experience and skills. This report provided local reaction to the plan by teachers and parents.

(Youth Issues cont.)

ABC 7 NEWS (Local)

Date/Time: February 9, 1999 (5:00 - 5:30 PM)

Length: 2:13

Subject:

This report examined research that found children were as overscheduled as their parents. Many medical and child experts suggested that the biggest fallout from overbooking was that children had no idea how to use free time, and were under-nurtured. They also felt that not knowing how to handle themselves without a tight schedule cut into a child's ability to be creative. A local family, and a child psychiatrist provided interviews.

ABC 7 NEWS (Local)

Date/Time: March 7, 1999 (9:00 - 10:30 AM)

Length: 1:11

Subject:

This report discussed a Bay Area study that suggested that children were not getting enough information about sex and drugs. Researchers said parents must face the challenge and discuss these issues with their children.

PUBLIC SERVICE ANNOUNCEMENTS

During the 1st Quarter of 1999, there were over 700 public service announcements that aired in various day-parts which addressed issues related to youth or children. Sponsors of these PSA's included the Blind Babies Foundation, Boy Scouts of America, Boys & Girls Club Of America, Boystown National Hotline, Childreach, Coordinated Campaign For Learning Disabilities, Girl Scouts Of The USA, Kidcall, Muscular Dystrophy Association, Partnership For A Drug-Free California/America, Partnership For Responsible Parenting, and President's Council On Physical Fitness.